

# California Welcome Center Web Site

October 2009

## Program Description

The scope of work for the CWC Web site included upgrading visitcwc.com to Version 2. This upgrade incorporated new features requested and an updated layout and user interface. Version 2 also consisted of a change of technologies that match CTTC's technology infrastructure. The visitcwc.com Web site has been integrated into CTTC's content management system (CMS), eCM, allowing for the sharing of content between visitcwc.com and other CTTC properties, including visitcalifornia.com

## Target Audience

Consumers viewing the CWC Web site, and those who are interested in visiting California.

## Objectives & Reach

The core objectives of the CWC Web site upgrade included the following:

- Add new features to the Web site.
- Enhance existing site with an improved layout and an updated user interface.
- Recode the site to match CTTC's technology standards.
- Enable the reuse of content from eCM between CWC and other CTTC assets.
- Migrate content contributors from existing system to CTTC's eCM system.
- Migrate existing data from the current Web site into the new version so no existing content is lost during the upgrade.

Add analytics and ensure Web site usage and bookings are clearly tracked and reported.

## Results & Accomplishments

- Added a technical integration component of the CWC site into new content management system, which allows more flexibility for content contributors, like adding pictures. This will include a data migration into new system.
- Added feature to allow the sharing of data between visitcalifornia.com and visitcwc.com, which allows the CWC site to be more easily populated, and content more efficiently reused.
- Refreshed home page to modern look and feel, increased interactivity and features content that draws the user into the site. Brand promise is now featured on home page.
- Updated events listing – kept original monthly format, but added calendar view.
- A more robust search capability will be added using a Google appliance currently in CTTC’s Web infrastructure.
- Featured attractions for each Welcome Center have also been added.
- Added links on Web site regarding travel information for each Welcome Center, such as:
  - Must See
  - Inside Scoops
  - Getting Here
  - Things to See and Do
  - Places to Stay
  - Transportation

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